



### **Vision (what we aspire to)**

Be the leading organization for international exhibition exchange.

### **Mission (what we do)**

To work with members and other organizations in developing a global forum for the exchange of ideas and experiences related to the circulation and exchange of exhibitions in all disciplines.

### **2019-2022 ICEE Strategic Goals**

1. Provide a multicultural and multidisciplinary platform/forum for discussion of relevant topics related to exhibition exchange.
2. Foster strategic partnerships and collaborations.
3. Build leadership capacity.
4. Maintain effective communication channels with ICEE members.

### **1. Provide an Inspiring, Open and Accessible Platform/Forum for Discussion of Relevant Topics Related to Exhibition Exchange.**

#### **Key Actions**

- Host an annual ICEE Conference which provides a multicultural and multidisciplinary platform for discussion and exchange for members
- Partner with ICOM national and international committees, regional alliances and museums associations worldwide to maximize networking opportunities at ICEE and other ICOM conferences
- Promote relevant non-ICEE conferences to ICEE members

#### **Measurement**

- Maintain high level of satisfaction with ICEE conference
- Percentage of conference delegates that are likely/highly likely to recommend the ICEE conference to their networks.

### **2. Foster Strategic Partnerships and Collaborations.**

#### **Key Actions**

- Identify opportunities to strengthen current partnerships and to develop new collaborations within the ICOM community
- Identify key stakeholders to explore possible partnerships and collaborations outside of the ICOM community



- Strengthen ICEE’s capacity to reach its strategic goals through sponsorships and corporate alliances.

### **Measurement**

- Number of new individual and institutional members
- Number of new partnerships established with ICOMS’s national, international committees, regional alliances, and affiliated organization; and partnership agreements with museums, national museum associations, exhibition exchange platforms and other like-minded organizations.
- Amount of funds raised through sponsorships and donations.

### **3. Maintain Effective Communication Channels with ICEE Members.**

#### **Key Actions**

- Develop targeted membership drives in underrepresented regions, i.e. Africa, Latin America, Caribbean, and Arab States
- Continue delivering a monthly newsletter
- Maintain a strong online presence through the ICEE website and continued use of social media platforms

#### **Measurement**

- % of new members in Africa, Latin America, Caribbean and Arab States
- Number of “click throughs” for newsletter
- Number of recipients for newsletter
- Number of social media interactions (i.e. Likes, Shares, re-Tweets)

### **4. Build Leadership Capacity.**

#### **Key Actions**

- Continue webinar program that provides a platform for discussion and innovative thinking relevant to ICEE members
- Implement volunteer opportunities and internship programs
- Promote ICOM, and other, professional and institutional development programs available to ICEE members

#### **Measurement**

- Number of webinars/participants
- Number of volunteer and internship activities successfully implemented